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DESIGN
FINE ARTS

RASCH WALLPAPER
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INTRODUCING

IN AMERICA

- BELE BACHEM
- ARNOLD BODE
- JEAN DE BOTTON
- LETIZIA CERIO
- CUNO FISCHER
- MARTIN FREYER
- HEIN HECKROTH
- SYBILLE KRINGEL
- ELSBETH KUPFEROTH
- BERNARD SCHULTZE
- RENEE SENTENIS
- SHINKICHI TAJIRI
- VORDEMBERGE-GILDEWART

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INTERNATIONAL ARTISTS COLLECTION

AN EXHIBITION AT

ASSOCIATED AMERICAN ARTISTS GALLERIES • 712 FIFTH AVENUE

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THE FINE

THERE HAS BEEN A STEADILY MOUNTING EFFORT IN OUR TIME to clarify the elements that unite the creative process of the artist with the problems of industry. Any highly-developed civilization must come to grips with this problem if it is to give meaning and stature to our contemporary way of living. The conflict lies in the differing attitudes of the engineer, to whom mass production means standardization, and the consumer, to whom a product has meaning only if it retains its individuality.

In the last decade, producers have sought on an increasing scale to bring the creative powers of the artist to bear on a new dimension and outlook in their products. There is a certain amount of drama in this development, since the artist has long been set apart from the main stream of society. Now he is being persuaded, in effect, to involve himself in the very industrial process from which he had been rejected or against which he had originally rebelled. The results of this new partnership have been astonishing, ever since the famous Bauhaus artists of the early 1920's in Germany—Kandinsky, Feininger, Klee and others—contributed their ideas with such force and originality to the cause of applied arts and mechanics.

This kind of collaboration, of course, does not seem so radical today as it did then. We have become accustomed to the role of the *industrial designer* in production today. Often, these designers come to us from the fine arts and some of them indeed become celebrated personalities. Historically speaking, the founding of the Bauhaus in 1919 by Walter Gropius, who later came to America, successfully coordinated the efforts of the creative artist, the architect and the needs of the public. Applied design came to mean not only the creation of a new style, but a new social approach to life.

What was once avant-garde became, in time, almost universally accepted as the normal and appropriate.

Rasch has been one of the first to seek a fusion of the artist, the technician and the producer. It was recognized that a whole new wondrous vista could be opened up if the fine arts were brought to bear upon design. The company's introduction of the BAUHAUS WALLPAPERS more than thirty years ago stimulated a new concept of interior decoration. Since then, we have commissioned artists from many nations, different backgrounds, ages and artistic temperament — all contributing creatively to the Rasch synthesis of imagination and technique.

This exhibition of some of the work achieved by independent artists reflects the trends and needs of our time. Contemporary painting has had a powerful influence on every aspect of production for the home, including what goes on the walls and ceilings. Abstraction illustration, spatial arrangements, literary representation — in fact, all forms and all styles meet in a harmonious concert of color, mood and movement.

Together with WALL TRENDS, INC., distributor of our products in the United States, we believe that Americans will show a vivid interest in what we are doing.

ARTS & DESIGN

EMIL RASCH

CUNO FISCHER

A distinguished German artist whose effective play of lines finds unusual expression in his wallpaper designs. His paintings are impressive examples of the reduction and abstraction of objects. He strives for a flatness of composition that heightens the emotional value of his color schemes.

BELE BACHEM

Painter and designer. Artistically, she cannot be confined within any trend. She has an exotic, bizarre imagination, like the whimsical, the eccentric. Her wallpaper design has the charm, sparkle and gaiety of spontaneous invention.

JEAN DE BOTTON

A noted French painter whose work is equally known on both sides of the Atlantic. Temperamentally, akin to Matisse and Braque, he has infused a characteristic juxtaposition of color, mood and rhythm into his Rasch designs.

LETIZIA CERIO

Divides her time commuting between her Capri home and her studio in New York. Her work indicates a careful attention to composition. With a few strokes, often just a suggestion, she endows her landscapes and city portraits with a strikingly original point of view.

MARTIN FREYER

A student of architecture and stage design, he lived in the Balkans, France, Italy, Mexico, Canada and the United States. Now lives in the country near Dusseldorf. Extraordinarily versatile as a painter and graphic artist.

HEIN HECKROTH

A stage designer and painter from Frankfurt. His designs for the movie "The Red Shoes" won international fame as an important contribution to the advancement of art techniques in motion pictures.

SYBILLE KRINGEL

Pupil of Kokoschka. Has a vigorous style, alive with dynamic forms. She shuns away from the illustrative and strives toward inner expression. Her talent in the art of woodcuts has been admirably adapted to the design of wallpaper.

ELSBETH KUPFEROTH

A celebrated German designer who is also active as a painter and draughtsman. She is active in every medium — rugs, materials, fabrics — and has achieved an international reputation in design techniques.

BERNARD SCHULTZE

Schultze belongs to the "avant-garde" group of young German painters. Besides exhibiting in German galleries, his shows in Paris in 1956 and 1958 aroused great interest. He last exhibited in New York at the Wittenborn Gallery in 1956. His work with Rasch is his first in the field of design.

PAINTINGS EXHIBITED

1)	Vordemberge-Gildewart		oil
2)	Sybille Kringel		woodcut
3)	Sybille Kringel		woodcut
4)	Jean de Botton		oil
5)	Jean de Botton		oil
6)	Jean de Botton		oil
7)	Jean de Botton		oil
8)	Renee Sintenis		6 bronze sculptures
9)	Letizia Cerio		oil
10)	Letizia Cerio		oil
11)	Letizia Cerio		oil
12)	Shinkichi Tajiri		lithograph
13)	Hein Heckroth		oil
14)	Hein Heckroth		gouache
15)	Martin Freyer		mixed technique
16)	Martin Freyer		mixed technique
17)	Elsbeth Kupferoth		watercolor
18)	Elsbeth Kupferoth		color lithograph
19)	Cuno Fischer		oil
20)	Cuno Fischer		oil
21)	Cuno Fischer		oil
22)	Cuno Fischer		oil
23)	Bele Bachem		watercolor
24)	Bele Bachem		watercolor
25)	Bernard Schnltze		oil

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STUDY GUIDE

Topic	Key Concepts	Key Figures
1. Introduction	Definition of the field	John Doe
2. History	Early developments	Jane Smith
3. Theory	Core principles	Robert Johnson
4. Methods	Research techniques	Emily White
5. Applications	Practical uses	Michael Brown
6. Future Prospects	Emerging trends	Sarah Green

RENEE SINTENIS

A leading German sculptor since the 1920's, Miss Sintenis' animal figures are in museums the world over. She has been honored by her native country with membership in "Pour le Merite," a cultural order similar to the Academie Francaise and limited to twenty German and twenty foreign artists and scientists. Her work with Rasch is the first time she has experimented with applied design.

SHINKICHI TAJIRI

Young sculptor and graphic artist born in California. Studied in Chicago and Paris. Now lives in Europe and exhibits his work in important galleries in France, Belgium, Germany, Holland and Scandinavian countries.

**FRIEDERICH
VORDEMBERGE-GILDEWART**

Founder of the avant-garde art "Group K" in 1924. Member of the famed "Sturm" of Berlin and the "de stijl" group in Holland. Colleague of the painters Arp and Kandinsky. Won 1953 Sao Paulo prize. His work has been shown in leading galleries and museums all over the world, with particular emphasis given his canvases at the Guggenheim Museum in New York City.

ARTISTS

NOT PRESENTED IN THIS EXHIBITION

ARNOLD BODE—Painter and Professor of Art at the School of Design in Kassel. Known internationally for his organization of the massive exhibition called "Documenta," one of the most significant European art exhibits in the last decade. Arnold Bode's art is concerned intensively with the problem of space.

JOYCE AND HENRY COLLINS—English husband-and-wife team of painters and graphic artists. Both teach at well-known British institutions and have exhibited in America and have executed commissions for American clients.

LUCIENNE DAY—Studied at the Royal College of Art in London. A free-lance artist and designer, she received a gold medal at the Milan Triennial in 1951 and the annual award of the American Institute of Decorators in 1952. Her works are in various British and American museums. Her wallpaper designs are distinguished by a fresh originality and the simplicity of a direct statement.

TEA ERNST—A well-known German artist whose work has been exhibited throughout Europe. Noted for her stage sets, she has also designed fabrics.

ELLEN FRICKE—A young German artist who has won a year's scholarship at the Royal College of Art in London.

EDELGARD HARZ—Studied at the famed Folkwang School in Essen and has worked for the well-known textile designer, Margaret Hildebrand.

TRAUDEL HOLZNER—A graduate of the School of Design in Bremen, this young artist concentrates on the applied arts field.

OTTO LUDWIG KUNZ—Known in Germany for his work in the field of china painting, he has also made a name for himself with his unusual designs for letter paper and wrapping papers.

WALTER MATYSIAK—Well-known German fabric designer.

HELGA MEYER-KIEL—A graduate of the School of Design in Bielefeld, she is one of the young artists who received their first chance at design with the Rasch Company. She develops her distinctive wallpapers, noted for their new surface effects, from pure artistic experiment.

RAYMOND PEYNET—A brilliant draughtsman and illustrator, Peynet received the "Prix de la Qualite Francaise" in 1924, an award bestowed yearly on the artist making an important contribution to the "Esprit Francais." Peynet's winsome sketches of young couples in love have been adapted by Rasch into a charming design called "Amor."

ASTA RUTH-SOFFNER—A German artist and designer of textiles and wallpapers. Her designs for Rasch have a gay, whimsical quality.

WILHELM SACHS—Director of a well-known German studio, his designs have a disciplined composition and a distinct, painterly effect.

ANNELIESE UNLAND—A young German with a feeling for surface textures and tactile effects. Her wallpapers reflect her experimental approach.

STUDIO WERTHMULLER—A collective artists organization.

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